



April 24, 2015

To: Executive Board

Subject: **Proposed Service Enhancements**

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### **Recommendation**

Recommend that the Governing Board authorize the Executive Director to seek public input regarding the first phase of proposed service enhancements below.

### **Analysis**

On October 26, 2012 the Executive Board authorized the Executive Director to enter into an agreement with Nelson\Nygaard Consulting Associates to complete a Comprehensive Operational Analysis (COA) for Foothill Transit. The goals of the project are to optimize current transit services, maximize underutilized resources, and expand the system in an efficient manner, where possible and necessary so that Foothill Transit can provide the most effective bus network for residents of the Pomona and San Gabriel Valleys.

The COA recommendations have been divided into phases, with each phase being dependent on the success of the previous phase. We've adopted an approach of being "proactively reactive" as a way to minimize service impact, while still being prepared for future challenges that may arise.

Phase 1 Service Enhancements – The initial phase of service enhancements is aimed at integrating service with the Gold Line extension, maintaining a minimum one hour frequency during the weekdays and weekends, and streamlining existing routes so they run more efficiently.

- **Gold Line** – The Gold Line Foothill Extension is scheduled to be completed in early spring of 2016. The proposal is that Lines 272, 280, 284, and 488 be modified to better service the rail extension. Since the full impact of this extension can't be predicted, future phases allow for growth of Foothill Transit service to respond to potential ridership growth on the Gold Line.
- **Service Frequency** – A second goal was to improve the frequency of service to some of Foothill Transit's busier routes as well as standardize the frequency on several routes that don't operate as frequently. This can be seen with increased frequency on Line 280 and the Silver Streak, already scheduled for summer of 2015 service change. In addition, a service increase to hourly frequency on Line 269 on weekends is proposed so it better aligns with existing services.



- **Improve Route Efficiency** – The customer surveys conducted through the COA indicated customers want faster and more efficient trips. The COA has made recommendations to make minor route changes to Lines 178, 185, 274, 285, and 493 to improve productivity and efficiency of the lines.
- **Line 486** – After receiving a number of requests for direct transit service from Pomona Transit Center to Cal Poly Pomona and Mt. San Antonio College, a potential extension on Line 486 has been identified to accommodate this request. The recent Stand Up 4 Transit event held at Cal Poly Pomona on April 9<sup>th</sup>, indicates that this line extension has strong potential to grow as the success of Class Pass for other colleges continues to be favorable.

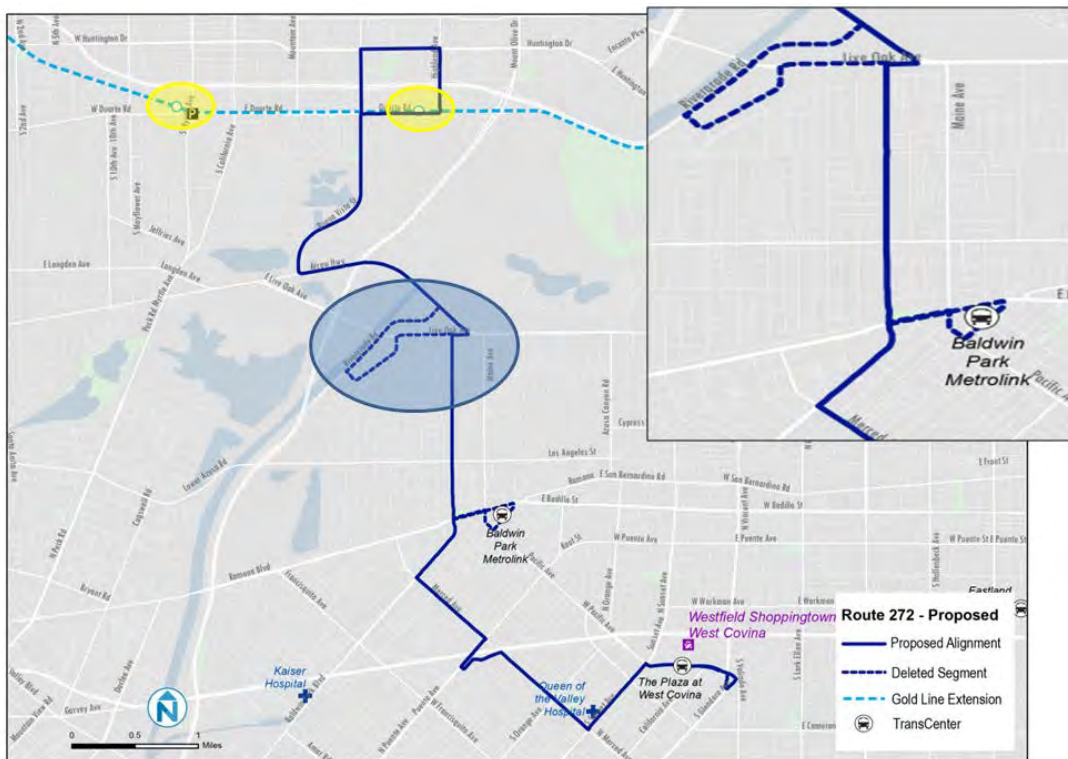
**Lines 190/194-** Discussions are still underway for Foothill Transit to assume operation of Lines 190/194, which are currently operated by LA Metro. Should Metro take action to cancel service on these lines or to transfer the service to Foothill Transit, the required public outreach by Foothill Transit will be undertaken.

The COA also covers several recommendations on future routing on connecting lines, in addition to restructuring existing lines to avoid duplication of service. Since these recommendations are dependent on Foothill Transit operating Lines 190 and 194, those suggested changes will be proposed at a later time.



## Gold Line Service Enhancement Details

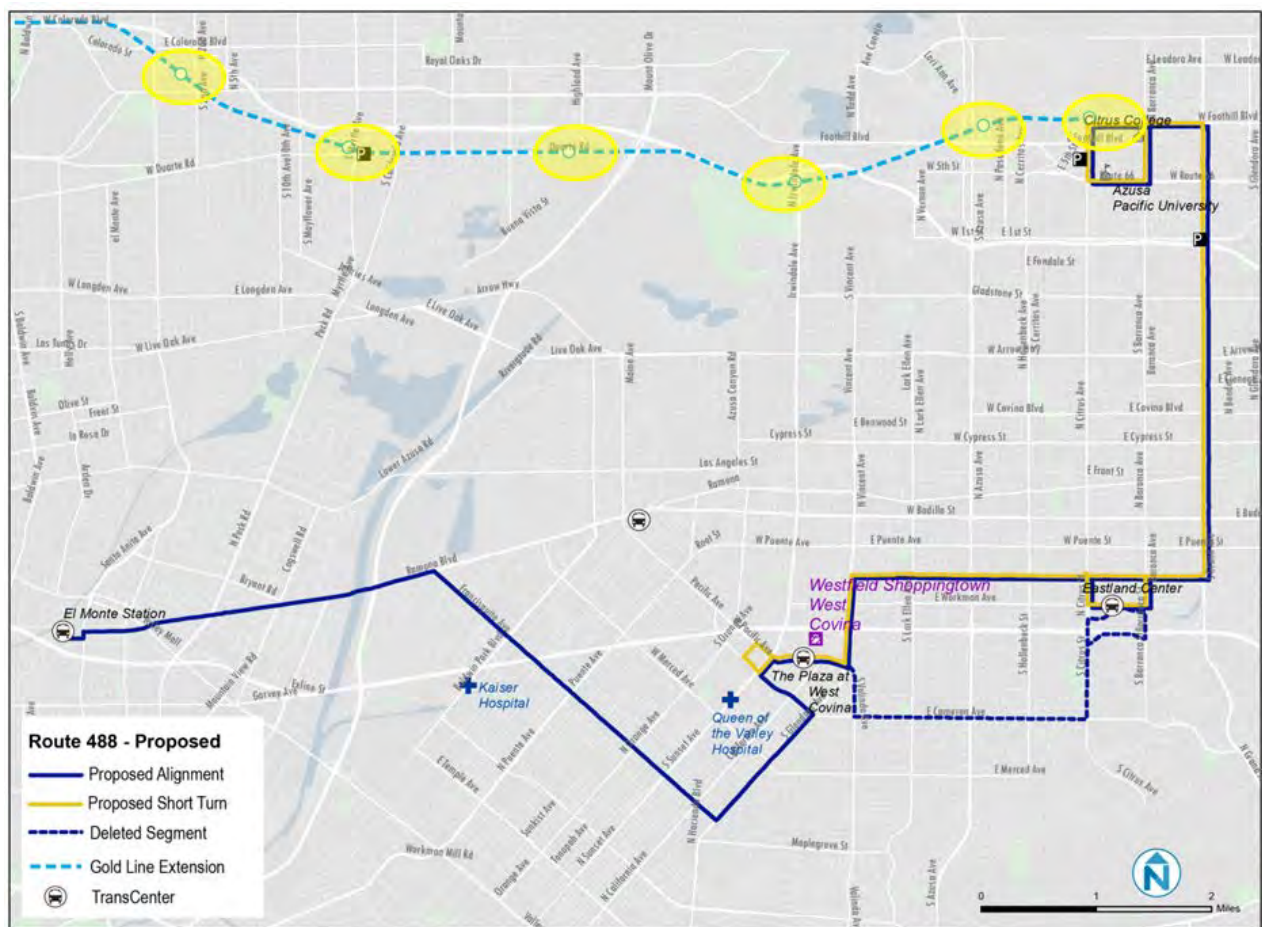
**Line 272:** The recommendation is to serve the Duarte Gold Line station and streamline the existing route by eliminating the Rivergrade/Commerce and Baldwin Park Metrolink Station loops, as the data indicates both segments generate low ridership. Removing the two loops will make the route more efficient and improve travel time between West Covina and the Duarte Gold Line Station. Line 178 will continue to service the Baldwin Park Metrolink Station. The proposed change will decrease the line's annual cost by \$120,163.41.



Route Map of Line 272 highlighting proposed changes and the Duarte Gold Line Station



**Line 488:** The recommendation is to extend the route to interface with the Citrus Gold Line Station. In addition to extension to the Gold Line Station, the recommendation is to reroute the line so it travels along Rowland Avenue instead of Cameron Avenue, a corridor with demand for service. Cameron Avenue will continue to be serviced by Line 281. The proposed change will increase line's annual cost by \$406,224.37.

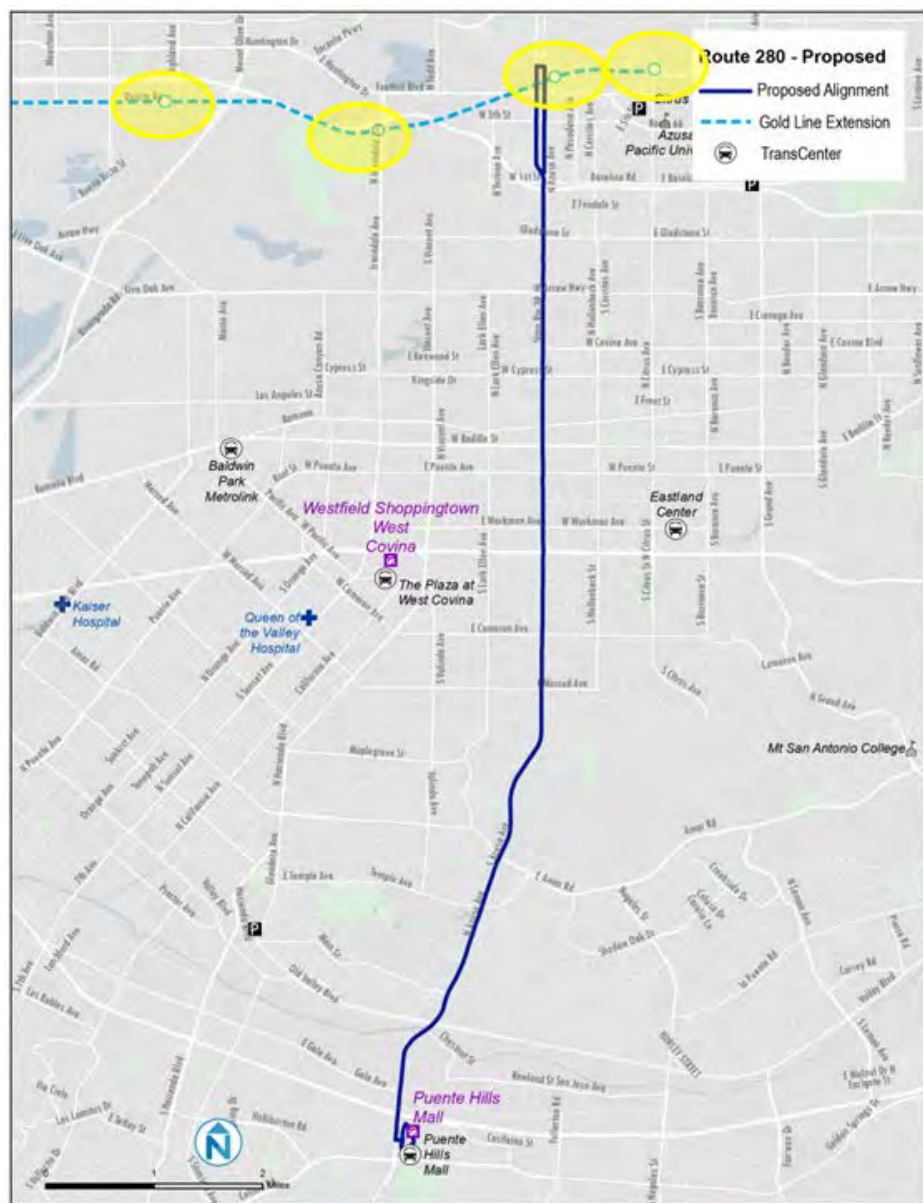


Route Map of Line 488 highlighting proposed changes and the Citrus Gold Line Station





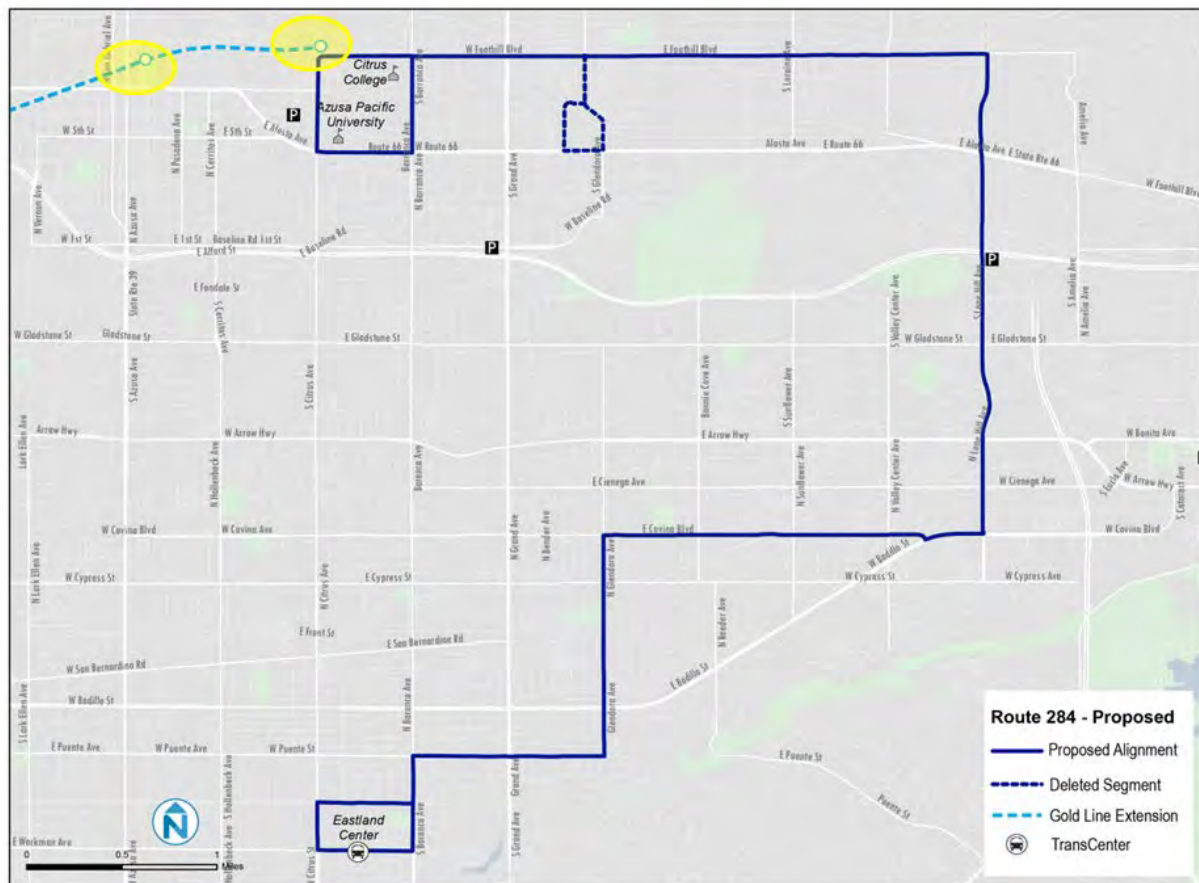
**Line 280:** The recommendation is to extend the current route to interface with the Azusa Intermodal Transportation Station. This extension will dovetail with our increase in frequency to provide a seamless transfer between the various modes of transportation. The additional annual cost for Line 280 is projected at \$38,317.80.



Route Map of Line 280 highlighting proposed connection to the Azusa Gold Line Station



**Line 284:** Once again the focus will be to improve access for residents in Glendora and San Dimas to provide service to Citrus College and the Citrus Gold Line station. The associated annual cost for this is projected at \$59,736.45.



Route Map of Line 284 highlighting proposed changes and the connection to the Citrus Gold Line Station



### Service Frequency Enhancement Details

**Line 289:** The recommendation is to increase the frequency of service on the weekend to operate every hour instead of the current two-hour frequency. This recommendation comes as part of the standardization of schedules for various lines to improve the customer experience by maintaining a frequency of one hour or less for local service. This addition will result in an increased annual cost of \$83,759.50.

Below is the current and proposed Schedule change.

#### Current Schedule

Puente Hills Mall
7:05 AM
9:05 AM
11:05 AM
<b>1:05 PM</b>
<b>3:05 PM</b>
<b>5:05 PM</b>



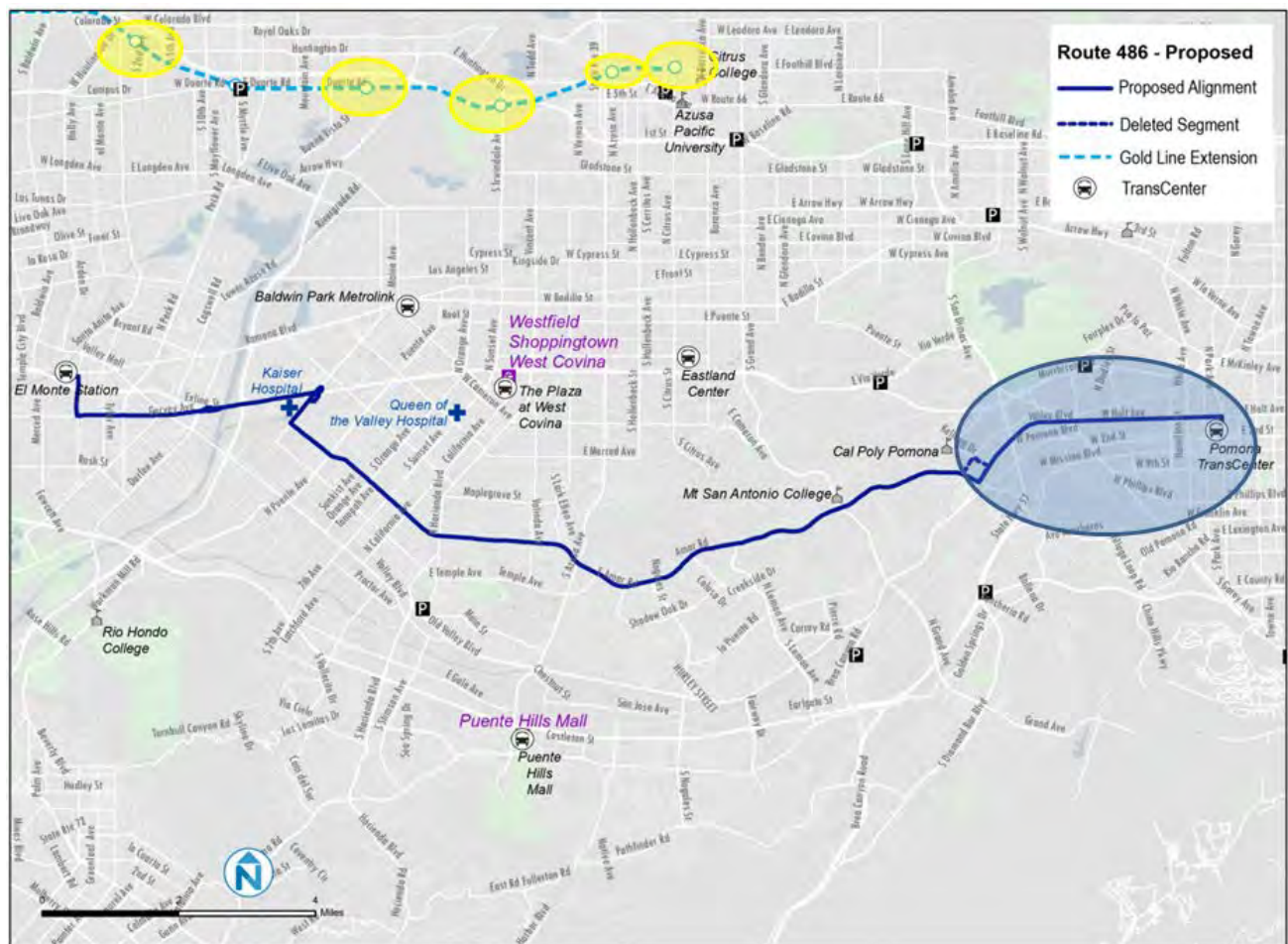
#### Proposed Scheduled

Puente Hills Mall
7:05 AM
8:05 AM
9:05 AM
10:05 AM
11:05 AM
12:05 PM
<b>1:05 PM</b>
<b>2:05 PM</b>
<b>3:05 PM</b>
<b>4:05 PM</b>
<b>5:05 PM</b>





**Line 486:** As one of the most productive lines with high service frequency and a large volume of transfers to other lines, the recommendation is to extend the route to Pomona Transit Center via Valley and Holt. This would provide direct connections between Mt. San Antonio College and Cal Poly Pomona. The recommendations will result in an increased annual cost of \$1,226,045.76.



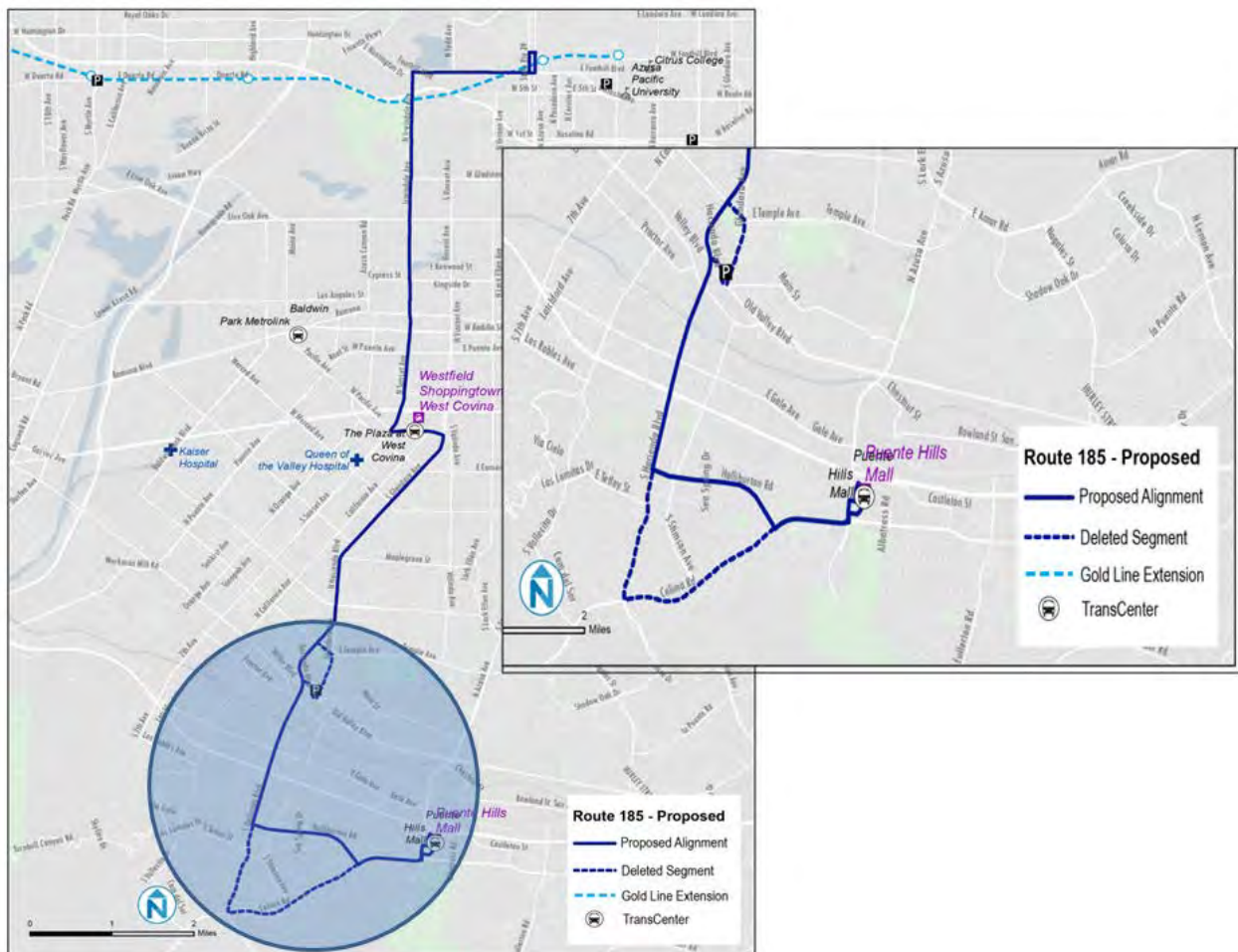
Route map of Line 486 highlighting proposed changes and extension to Pomona Transit Center





## Service Efficiency Enhancement Details

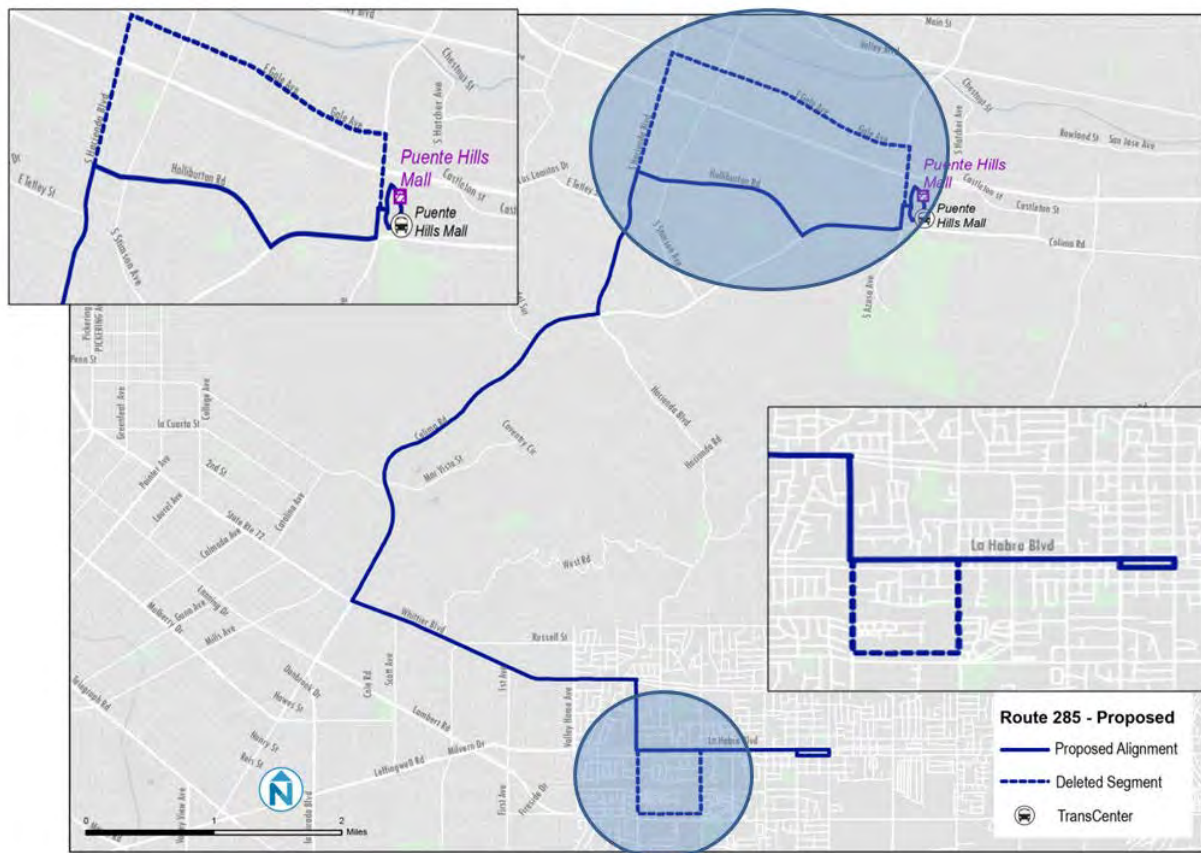
**Line 185:** The recommendation for this line provides for realignment via Halliburton so the route of travel is focused toward passenger density. The end portion of Line 185 has also been extended to service the Azusa Gold Line Station at 9<sup>th</sup> and Azusa. This line will see an annual cost savings of \$100,641.20.



Route map of Line 185 highlighting proposed changes.



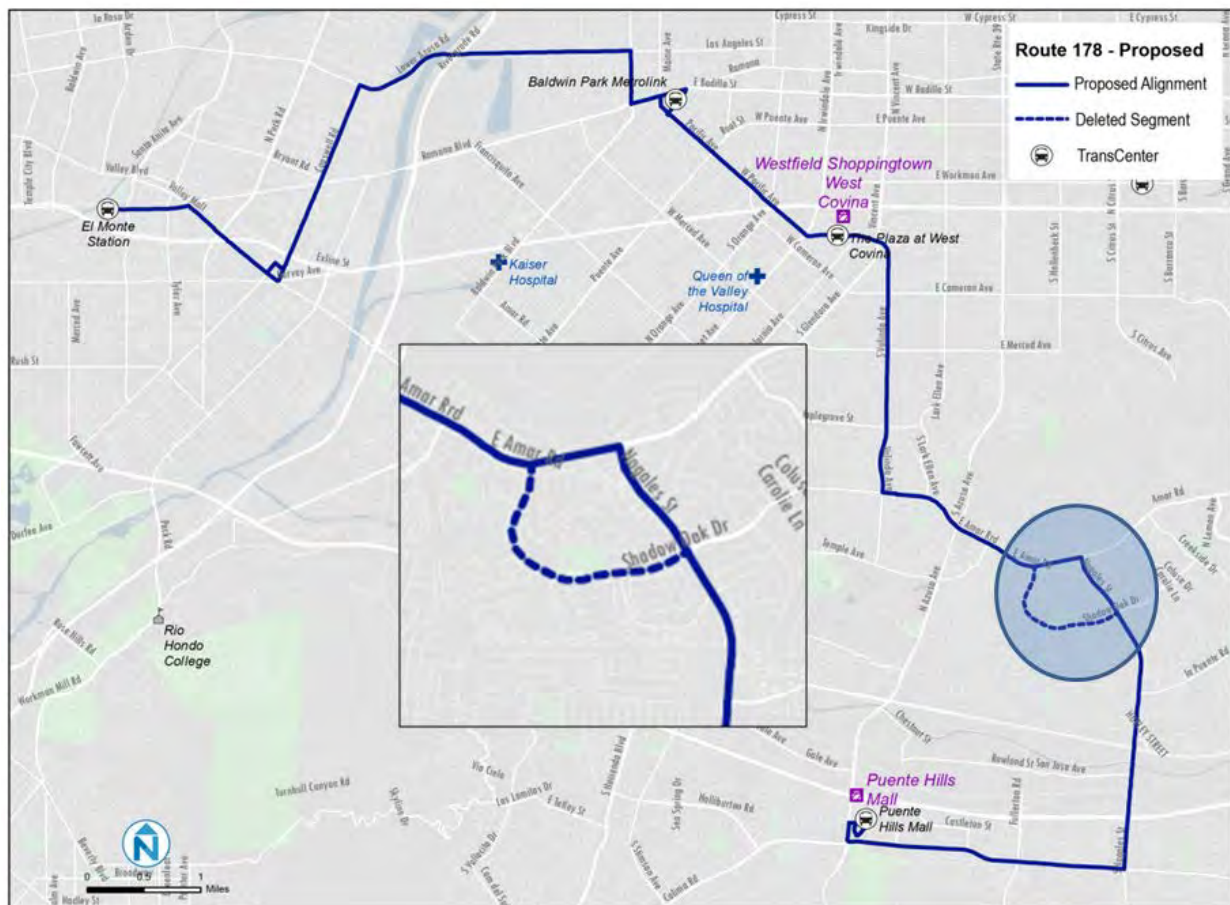
**Line 285:** Similar to the travel pattern of Line 185, Line 285 is proposed to shift south to Halliburton in an attempt to provide direct service to and from Puente Hills Mall. A portion of the line will also be extended via La Habra as a way for passengers to connect to OCTA Route 37. This line will have an increased annual cost of \$23,161.26.



Route map of Line 285 highlighting proposed changes.



**Line 178:** The changes for this line are cost neutral and will not have an increase or decrease in annual revenue. The recommendation is to replace Shadow Oak Grove segment, which has the lowest recorded ridership, with a segment on Amar and Nogales. This change will allow for better route reliability by operating on major arterials and reducing the number of turns at intersections. This change will have no additional cost.

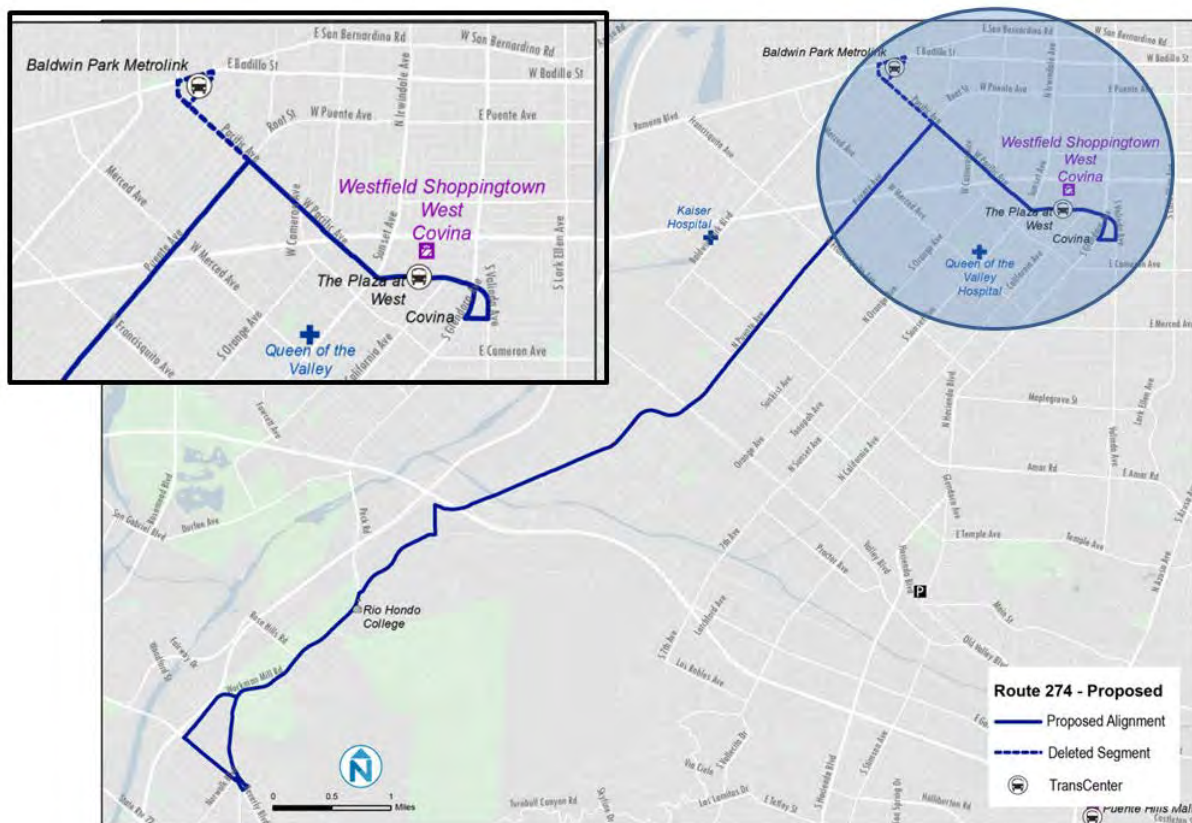


Route map of Line 178 highlighting proposed changes.





**Line 274:** The suggested improvement to this line attempts to solve the current issue of not serving a major transfer point by shifting the northern terminus from Baldwin Park Metrolink Station to West Covina Mall. This shift will allow passengers from Line 274 to easily connect with the numerous lines that service the West Covina shopping area. This change has a projected increase in annual cost of \$66,759.45.

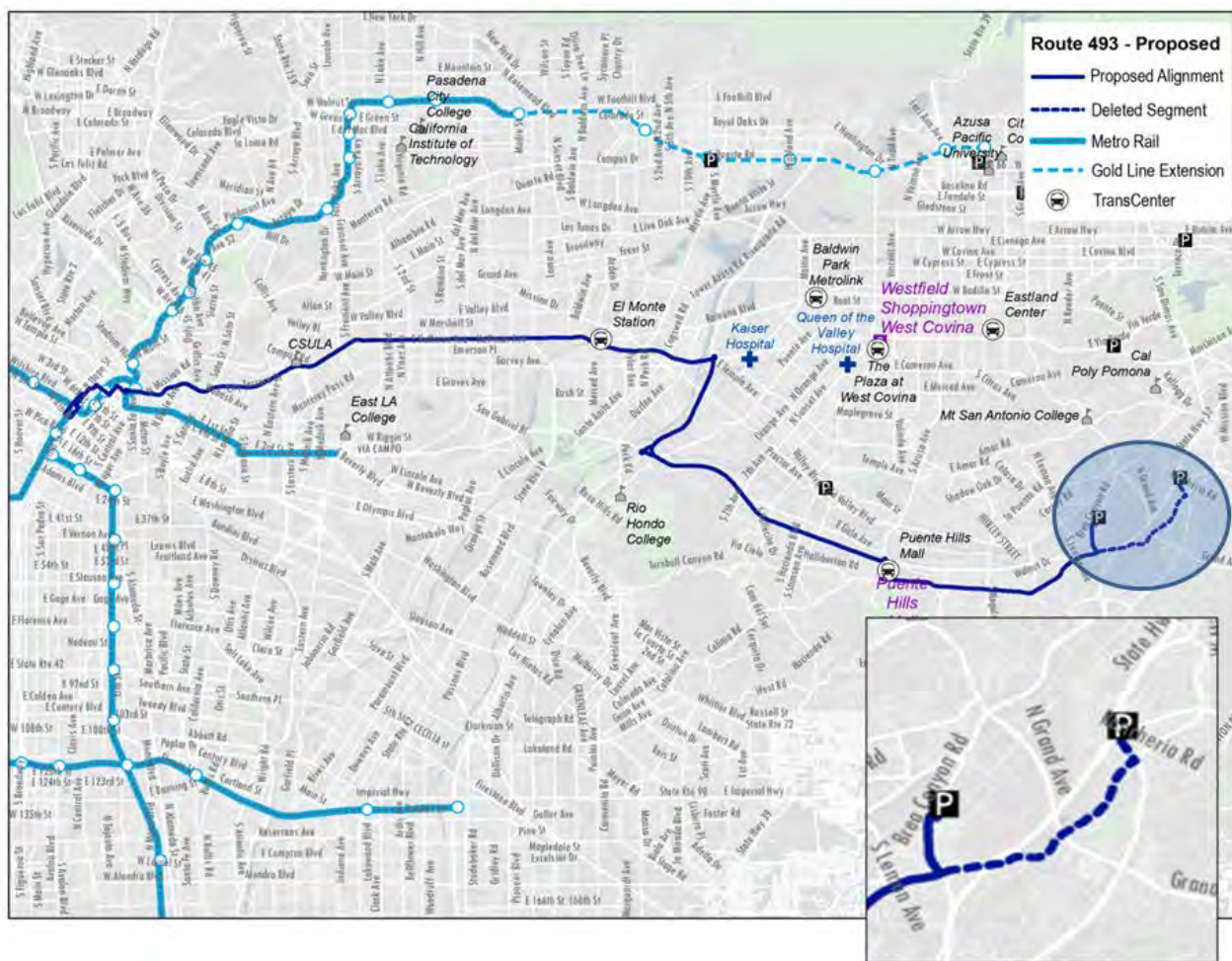


Route map of Line 274 highlighting proposed changes.





**Line 493:** The recommendation is to shift the starting point of the route to Industry Park & Ride instead of the Diamond Bar Park & Ride. Based on field observations, the Diamond Bar Park & Ride is currently experiencing capacity issues due to vanpool ride shares and minimal ridership for Foothill Transit. This change has an expected annual cost savings of \$215,289.36.



Route map of Line 493 highlighting proposed changes.

**Proposed Phase 1 Annual Cost Summary**

<b>Proposed Phase 1 Enhancements</b>	
<b>Gold Line Service Enhancements</b>	
<b>Lines</b>	<b>Annual Cost Increase/(Decrease)</b>
272	\$ (120,163.41)
280	\$ 38,317.80
284	\$ 59,736.45
488	\$ 406,224.37
<b>Annual Total</b>	<b>\$ 384,115.20</b>
<b>Efficiency Service Enhancements</b>	
<b>Lines</b>	<b>Annual Cost Increase/(Decrease)</b>
178	\$ -
185	\$ (100,641.20)
274	\$ 66,759.45
285	\$ 23,161.26
493	\$ (215,289.36)
<b>Annual Total</b>	<b>\$ (226,009.85)</b>
<b>Service Frequency Enhancements</b>	
Line 289	\$ 83,759.50
<b>Annual Total</b>	<b>\$ 83,759.50</b>
<b>Coverage Service Enhancements</b>	
Line 486	\$ 1,226,045.76
<b>Annual Total</b>	<b>\$ 1,226,045.76</b>
<b>Phase 1 Enhancements Annual Total</b>	<b>\$ 1,467,910.61</b>



**Foothill Transit**

## Executive Board Meeting

Executive Board Meeting - 04/24/15  
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Sincerely,

A blue ink signature of Joseph Raquel, consisting of a series of loops and a long horizontal stroke.

Joseph Raquel  
Director of Planning

A blue ink signature of Doran J. Barnes, featuring a large, stylized 'D' and 'B'.

Doran J. Barnes  
Executive Director